AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A dynamic price changing web marketing system, which comprises:

a commodity database for storing at least one commodity datum;

a commodity data providing module for providing the commodity datum in a specific format to a consumer; and

a trade processing module for receiving the user's consumer's order for purchasing the commodity,

wherein the system further comprises a dynamic price changing module for gradually lowering the commodity price starting from an initialization time; the commodity data providing module immediately provides the lowered price to the consumer; and the trade processing module receives the user's consumer's purchase order when the commodity price lowers to a specific value.

2.   (Original) The system of claim 1, wherein the dynamic price changing module further provides a price lowering period so that the commodity price goes back to its original price after the price lowering period.

3.   (Original) The system of claim 1, wherein the dynamic price changing module further provides a limited quantity for the commodity so that the commodity price goes back to its original price when the limited quantity of commodities are sold out.

4. (Original) The system of claim 1, wherein the specific format refers to the web page format edited in hypertext markup language (HTML).

5. (Currently Amended) The system of claim 1, wherein the commodity data providing module provides the commodity data to the consumer through the Internet; and the trade processing module receives the ~~user's~~ consumer's purchase order ~~sent by the consumer~~ via the Internet.

6. (Currently Amended) A dynamic price changing web marketing method, which comprises the steps of:

reading in a commodity datum from a commodity database;

providing the commodity datum in a specific format from a commodity data providing module to a consumer; and

receiving the consumer's order for purchasing the commodity using a trade processing module;

wherein when the commodity data providing module provides the commodity datum to the consumer, a dynamic price changing module gradually lowers the commodity price starting from an initial price beginning from an initialization time; the commodity data providing module immediately provides the lowered price to the consumer; and the trade processing module receives the ~~user's~~ consumer's purchase order when the commodity price lowers to a specific value.

7. (Original) The method of claim 6 further comprising the step of providing a price lowering period by the dynamic price changing module so that the commodity price goes back to its original price after the price lowering period.

8. (Original) The method of claim 6 further comprising the step of providing a limited quantity for the commodity by the dynamic price changing module so that the commodity price goes back to its original price when the limited quantity of commodities are sold out.

9. (Original) The method of claim 6, wherein the specific format refers to the web page format edited in hypertext markup language (HTML).

10. (Currently Amended) The method of claim 6, wherein the commodity data providing module provides the commodity data to the consumer through the Internet; and the trade processing module receives the ~~user's~~ consumer's purchase order sent by the consumer via the Internet.